

News

Dear travel agent,

It has been a while since the last Holland Journal. But we are back with interesting information about sights / cities in the Netherlands.

This week we received some great news because **Amsterdam** was voted second place in **Lonely Planet's top 10 cities to visit in 2013!**

Amsterdam always cast a spell on travellers, but the party ramps up big-time in 2013, when more anniversaries than you can shake a herring at coincide. The famed canal ring turns 400 years old. It's Vincent van Gogh's 160th birthday and the 40th for his color-swirled museum. The Rijksmuseum re-opens after a 10-year renovation. The Royal Concertgebouw Orchestra – often considered the world's best – blows out 125 candles. Plus the Artis Royal Zoo and Felix Meritis cultural centre mark 175 years and 225 years, respectively. It all adds up to a slew of celebratory concerts, exhibits and street fests grooving throughout 2013.

The Dutch Travel advisor will launch a **New Website** on November 15, 2012. The brand new website will be easier to use, with more information and in the near future also the possibility to do online payments.

It is important to know that since October first, 2012 the Dutch government raised the VAT (Value Added Tax or Sales Tax) from **19 % to 21%**.

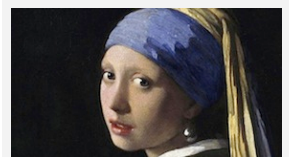
Important: Reopening / Renovation Well Known Museums

After a major renovation, which started in 2003, the **Rijksmuseum** in Amsterdam will reopen in full glory on April 13, 2013. A new display of the collection, a renewed building, new public facilities, a revamped garden and a new Asian Pavilion - only Rembrandt's most celebrated painting The Night Watch will return to its former place. www.rijksmuseum.nl

The **Van Gogh Museum** in Amsterdam is closed for a major renovation between September 29, 2012 and April 25, 2013. During this period more than 70 top pieces including drawings and works on paper from Vincent van Gogh will be on display in the Keizer's (Emperor's) wing of the Hermitage Amsterdam Museum. www.hermitage.nl

The **Mauritshuis Museum** in The Hague, known for it's Vermeer's and other 17th century painters like Rembrandt, Hals and Steen will be closed for major renovations until mid 2014. A large part of the collection is until the reopening on display at the Gemeentemuseum in The Hague. www.gemeentemuseum.nl

The Girl with the Pearl Earring from Johannes Vermeer is at the moment on display in Kobe, Japan until January 2013. From here it will travel to the USA where it will be on display in three different museums.



The Stedelijk Museum in Amsterdam

The **Stedelijk Museum Amsterdam** is a contemporary / modern art and design museum, located on Museum Square, right next to the Van Gogh Museum and opposite to the Rijksmuseum and Concertgebouw (Concert Hall).

Adriaan Willem Weissman designed the museum, opened in 1895. Between 1945 and 1954, the museum was renovated and the floor space was doubled. Between 2003 and 2012, the building was again renovated and a new wing designed by Benthem Crouwel Architects was added. The new wing's nickname is The Bathtub. The museum was reopened 23 September 2012.

The collection comprises modern and contemporary art and design from early 20th century up to the 21st century. It features artists such as Vincent van Gogh, Wassily Kandinsky, Ernst Ludwig Kirchner, Marc Chagall, Henri Matisse, Jackson Pollock, Karel Appel, Andy Warhol, Willem de Kooning, Marlene Dumas, Lucio Fontana, Gilbert & George and many others.

The Stedelijk Museum is open Tuesday through Sunday. Tuesday and Wednesday from 11am until 5pm, Thursday from 11am until 10pm, Friday / Saturday and Sunday from 10am until 6pm. Entrance fee Euro 15,00. www.stedelijk.nl



New Exhibition Anne Frank House Amsterdam

'**So I'm now fifteen**' is the new temporary exhibition at the **Anne Frank House**.

The new exhibition in the Anne Frank House, '*So I'm now fifteen*' – *Photos, letters and books of Anne Frank*, was opened on October 11, 2012. The exhibition focuses on the short life of Anne Frank (1929-1945), and features one or more photos, letters and books from each year of her life. Some have only recently been acquired by the museum, and are being shown in public for the first time. Hanneli Pick-Goslar, a Holocaust survivor and friend of Anne Frank, opened the exhibition, and spoke of her friendship with Anne Frank and their final meeting in the Bergen-Belsen concentration camp. The exhibition can be seen in the Anne Frank House until March 2013.

The Anne Frank House is open daily between 9am and 7pm. From March 15 through September 14 the museum is open until 9pm and during the summer months July and August even until 10pm. The museum is closed on Yom Kippur.

www.annefrankhuis.org

Important: To avoid the, sometimes very long waiting lines outside the Anne Frank House, we recommend to have fast lane tickets, which can be purchased online or through The Dutch Travel advisor. These, time-locked tickets will give you immediate access, so no waiting!



Themed Tours

We like to inform you about upcoming tours through the Netherlands.

In June 2013 we are going to organize a spectacular garden tour, one you will not find in any travel brochures. This amazing garden tour will take you to exclusive sights like a variety of growers, botanical gardens, hidden gardens, formal gardens, English gardens, nurseries and more. We are going to have lunch / dinner in unusual places like a barn, at private families homes, high teas, dinner in a green house and more.

As this will be a small group tour, space will be limited to 16 participants. This tour is a must do for garden lovers. The tour will be published beginning November 2012.



Hotel Bookings in the Netherlands

You can also contact the Dutch Travel advisor for all your hotel bookings in the Netherlands. We have contract rates at mostly 4 and 5 star hotels in Amsterdam, The Hague, Rotterdam, Maastricht and other cities within the Netherlands.

If you are a Virtuoso agent, we offer the same amenities, and for your information Virtuoso rates are not always the best available rates!

Private Boat Tours Amsterdam

Taking a canal cruise through the Amsterdam canals is a must do. Many tourists are doing this daily and they all enjoy it very much. But how about doing a canal cruise in a private historic **Salon boat**.

Salon boats, from the beginning of the 20th century features a load water line, an elegant body and beautiful build of teakwood and mahogany. These boats were used for transport of people on the Frisian lakes, the river Vecht and the Amsterdam canals. Salon boats were nicknamed notary-boats or doctors-boats because the first owners, and often constituents were well to do citizens like doctors, notaries or lawyers.

The boats were an easy and stylish way to get to their clients or patients. It did not take long to find out it was a great pleasure to invite friends and family onboard for a relaxing trip or to cruise the canals and rivers in the weekend to impress the crowd.

Times have changed, but the charm of the salon boats remains. The boats still providing the same service as it was in 1920, the year of its construction, plus a great deal more. Its narrow shape and low structure allow the beautifully refurbished vessels to go anywhere, from the narrow canals of the Amsterdam "Jordaan" to the heart of the famed red-light district.

How about combining the cruise with an elegant lunch, high tea, afternoon tea or even dinner, it can all be arranged. Please contact The Dutch Travel advisor for special prices and or other cruise possibilities. For more information about the various boats please check the following website www.privateboattours.nl



FAM Tour the Netherlands, 2012 / 2013

The **2012 FAM / Educational tour** through the Netherlands was a major success! Everybody learned so much about the hotels, sights and the cities they have seen. Many of them where unexpected surprises, which the participants can now, with the knowledge they have, sell to their clients.

One of the participants, Richard Engle from Protravel International, Chicago wrote the following about the 2012 FAM tour. Thank you Richard for this wonderful comment!

It's not easy to isolate 9 days to explore a country that everyone sort of knows about...but very few really, truly know. Holland is one of the most underrated destinations in the world.

Suspecting this little nation was worth more than a 2-day stopover in Amsterdam, I set out to uncover its rich treasures and found that the entire country is a garden, splendidly rich in history, art and unique architecture. Maastricht should not be overlooked, and with it's world-class shopping and dining, as well as a number of local excursion possibilities—it's worth a stay of several days.



An in-depth travel professional study tour needs to uncover new sales possibilities for the travel advisor, and this trip did just that for me. I am most grateful to have met Mark Quint, the eccentric art historian (and an art historian who lacks eccentricity just will not do for me....), Andre Ancion, the Amsterdam ticket to the city's back door, and Cor Halmans, the energetic, enthusiastic expert on the city of Maastricht. These people help to make a brilliant destination sizzle.

Holland has unique, one-of-a-kind attractions, most notably the gabled buildings lining canals in Amsterdam, the amazing Flower Auction in Aalsmeer, and the absolutely stunning Sculpture Garden at the Kröller-Müller Museum in Otterlo.

These really don't compare to anything else anywhere.

I appreciated my introduction to the many fine hotels, most notably the Dylan and the Conservatorium in Amsterdam, Kruisherenhotel and Chateau St. Gerlach in the Maastricht region, and the Des Indes in The Hague.

The tour helped me understand how to prepare the client and how to better promote Holland during the off-season (today, October 23, 2012 I sent a marketing letter encouraging people to consider a Christmas visit to Holland instead of an overpriced and overcrowded beach destination).

Ease of travel is another benefit in Holland. The Schiphol Airport is quite user-friendly; the train system seems efficient; and with my love for cycling, I felt right at home. Perhaps best of all, I found a destination management company in whom I can place total confidence. Holland is so much easier to market now that I know I have Edwin and the team of The Dutch Travel advisor there to look after my clients.

With Edwin at the helm, there's no need to park oneself on a weeklong group bus tour. The attention to detail is obvious; the product is high quality and the pricing is appropriate.

If you also like to learn everything about the Netherlands and if you are interested in the 2013 FAM / Educational tour, please send an email to info@thedutchtraveladvisor.com

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